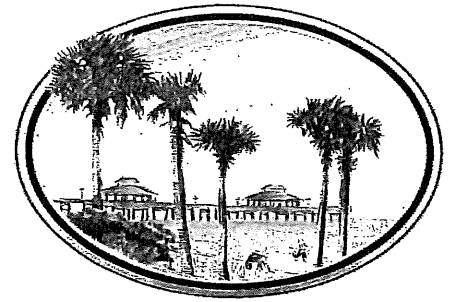


Town of Fort Myers Beach



Memo

To: Terry Stewart, Town Manager

From: Evelyn Wicks, Finance Director
Michelle Mayher, Town Clerk

Date: June 30, 2010

Re: Budget – Advertising

At the budget discussions on June 17, 2010, the council requested information about advertising costs. I have met with the Town Clerk and reviewed the most recent vendor records for the News-Press, Beach Observer and the Sandpaper. There are two types of advertising that the Town authorizes.

Statutorily required advertisements

- *Public Hearings*
 - zoning
 - land development code changes
 - comprehensive plan amendments
 - LPA advertisements
 - ordinances
 - budget adoption
- *Purchasing and Procurement*
 - Invitations to Bid
 - Requests for Proposals
 - Requests for Qualifications

All other advertisements

- *Administrative*
 - Employment advertisements
 - Committee member recruitment
 - Hurricane seminar; emergency operations
 - Public Relations
- *Programs*
 - Farmer's Market
 - Bay Oaks activities
 - Mooring Field

Recommendation

- 1) Statutorily required advertisements: State law requires that these advertisements be placed in a newspaper of general paid circulation for the area. In the Town's case, that newspaper is the Ft. Myers News-Press.

In the past, the Town Clerk has been directed to advertise in local newspapers including the Beach Observer and the Island Sandpaper to insure that the community is notified of upcoming meetings and agenda items. In addition to the media advertisements, the meetings are posted as required.

Based on our review of past history, we would recommend that the Council budget \$13,200 for legal advertisements (01.110.511.5448) assuming the advertisements are placed in the News-Press and local newspapers.

- 2) All other advertisements: Employment and committee recruitment ads, hurricane seminars and public relations ads should be included in the General Services budget. I would suggest setting up a new account code to track these activities. Based on our review of past history, our recommendation budget of \$4,500 (01.130.513.5446) for the upcoming budget year.

Program related advertisements are budgeted in the appropriate departments.

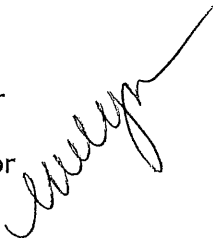
Depending upon level of activity during the upcoming year, these amounts could be significantly higher or lower.

Town of Fort Myers Beach



Memo

To: Terry Stewart, Town Manager
From: Evelyn Wicks, Finance Director
Date: June 29, 2010
Re: Budget – 1% pay increase and benefits



At the 6/17 meeting, there was a question about the cost of a 1% pay increase.

The breakdown is as follows:

Salaries and Wages	\$ 14,630
Social Security	1,119
Pension	1,463
Total	\$17,212

**Town of Fort Myers Beach
Capital Improvement Plan
FY 2011**

Revenues	FY 09/10 Budget	Actual YTD and projected 9/30	New Projects or Revised FY 11	Remaining to be included in FY 11
Beach Nourishment (Beach Nourishment)	\$ 1,000,000	\$ -	\$ 110,000	110,000
FEMA (Basin Based HMPG 1609)	487,500	187,000	600,000	900,500
FEMA (No Estero)	879,186	350,000	-	529,186
Gas Tax (Basin Based HMPG 1609)	162,500	-	200,000	362,500
Gas Tax (No Estero)	2,480,370	663,000	(500,000)	1,317,370
Gas Tax (Stormwater implementation)	125,000	-	-	125,000
General Fund (Neighborhood Landscape)	12,500	12,500	-	-
General Fund (Solid Waste Transfer Station)	42,900	42,900	-	-
Grants (Mound House)	1,113,831	87,190	87,637	1,114,278
Grants (Newton Park)	336,297	262,535	158,000	231,762
Park Impact (Mound House)	49,567	3,398	-	46,169
Park Impact (Newton Park)	164,000	178,249	-	(14,249)
Road Resurfacing (Gas Tax)	-	-	180,000	180,000
Road Impact (No Estero)	500,000	200,000	-	300,000
So. Florida Water Management District (No Estero)	300,000	200,000	-	100,000
TDC (Beach Access comfort Station)	128,475	128,475	-	-
Total proposed annual revenues	\$ 7,782,126	\$ 2,315,247	\$ 835,637	\$ 5,302,516

Expenditures	FY 09/10 Budget	Actual YTD and projected 9/30	New Projects or Revised FY 11	Remaining to be included in FY 11
Basin Based Project HMPG 1609	\$ 650,000	\$ 250,000	\$ 800,000	1,200,000
Stormwater Master Plan Implementation	125,000	-	-	125,000
North Estero improvements	4,159,556	1,350,000	(500,000)	2,309,556
Solid Waste Transfer Station	42,900	42,900	-	-
Beach Nourishment	1,000,000	-	110,000	110,000
Newton Park	500,297	440,784	158,000	217,513
Mound House Improvements	1,163,398	90,588	87,637	1,160,447
Neighborhood landscaping (matching funds Street trees)	12,500	12,500	-	-
Road Resurfacing (Gas Tax)	-	-	180,000	180,000
Beach access improvements (restrooms)	128,475	128,475	-	-
Total proposed annual expenditures	\$ 7,782,126	\$ 2,315,247	\$ 835,637	\$ 5,302,516

Capital Projects Detail

North Estero Project – total reconstruction and re-build of 5,280 feet of class “A” road. Estero Blvd. is the main roadway through the Town. This one mile portion being rebuilt is the only town owned section of this main road on the island. The project includes installation of approximately 2 miles of 12”-16” water main; 2 miles of 16” slot drain stormwater system and retention basins. Total cost is estimated at \$3.6 million dollars and is being funded by a number of sources including Gas Tax and inter-governmental grants. The original cost estimate for the project was \$4.1 million. The reduction in cost (\$500,000) is shown in the “Revised” column.

Basin Based Project HMPG 1609 – Stormwater improvements which include 12 streets from Carolina to Tropical Shores Way. Cost for the phase I planning and design of the project is approximately \$650,000. The construction, phase II, project is estimated at \$800,000. FEMA will contribute 75% of the project costs and the remaining amount will be funded by Gas Tax.

Stormwater Master Plan Implementation – a number of small scale projects which are considered high priority and recommended in the Stormwater Master Plan. Cost for this phase of the project is \$125,000.

Beach Nourishment – This is an on going project with Lee County for restoration of beach erosion on the beach. Town’s portion is anticipated to be \$110,000.

Road Resurfacing – Town roads are inspected periodically using a standard rating system for road conditions. From that inspection, the Public Works Department determines which roadways need to be resurfaced in any given year. Funding source is the Gas Tax Fund.

Newton Park Improvements – Continued improvements to Newton Park include extensive repair to the seawall and installation of interpretive signage on the grounds. Estimated cost \$217,513 funded with grants.

Mound House Improvements –The property’s 2.77 acre grounds will be landscaped to define parking areas, outdoor classrooms and interpretive displays including the *Stories Beneath Our Feet* exhibit within the Calusa shell mound soon to be open regularly to the public. Improvements will be made to the kayak landing with new kayak storage and a maintenance building constructed. Cost: approximately \$1,160,447. Funding sources include grants from external agencies in the amount of \$1,114,278 and \$46,169 from Park impact fees.

TOWN OF FORT MYERS BEACH, FLORIDA
Taxable value, Millage Rates and Taxes levied since incorporation

Year	Final Taxable Value	Millage	Taxes Levied	Taxes paid \$100,000 house
1996	\$ 1,097,507,100	1.0604	1,163,797	\$ 106
1997	1,149,535,220	1.0961	1,260,006	110
1998	1,192,180,910	1.0961	1,306,749	110
1999	1,289,215,850	1.0961	1,413,109	110
2000	1,387,116,900	1.0961	1,520,419	110
2001	1,616,283,120	1.0400	1,680,934	104
2002	1,888,027,310	1.0400	1,963,548	104
2003	2,291,140,270	1.0000	2,291,140	100
2004	2,655,675,540	0.8500	2,257,324	85
2005	3,063,418,220	0.7498	2,296,951	75
2006	3,780,475,940	0.6096	2,304,578	61
2007	3,910,189,400	0.6053	2,366,838	61
2008	3,422,119,910	0.7093	2,427,310	71
2009	3,003,712,140	0.8187	2,459,139	82
2010 est	2,649,508,981	1.0000	2,649,509	100

Tax rate	Valuation	Proceeds	Final Vote Required
0.8187	2,649,508,981	\$ 2,169,153	Majority
0.9281	2,649,508,981	\$ 2,459,009	Majority
0.9300	2,649,508,981	\$ 2,464,043	Super Majority (4 of 5)
0.9350	2,649,508,981	\$ 2,477,291	Super Majority (4 of 5)
0.9400	2,649,508,981	\$ 2,490,538	Super Majority (4 of 5)
0.9450	2,649,508,981	\$ 2,503,786	Super Majority (4 of 5)
0.9500	2,649,508,981	\$ 2,517,034	Super Majority (4 of 5)
0.9550	2,649,508,981	\$ 2,530,281	Super Majority (4 of 5)
0.9600	2,649,508,981	\$ 2,543,529	Super Majority (4 of 5)
0.9650	2,649,508,981	\$ 2,556,776	Super Majority (4 of 5)
0.9700	2,649,508,981	\$ 2,570,024	Super Majority (4 of 5)
0.9750	2,649,508,981	\$ 2,583,271	Super Majority (4 of 5)
0.9800	2,649,508,981	\$ 2,596,519	Super Majority (4 of 5)
0.9850	2,649,508,981	\$ 2,609,766	Super Majority (4 of 5)
0.9900	2,649,508,981	\$ 2,623,014	Super Majority (4 of 5)
0.9950	2,649,508,981	\$ 2,636,261	Super Majority (4 of 5)
1.0000	2,649,508,981	\$ 2,649,509	Super Majority (4 of 5)
1.0266	2,649,508,981	\$ 2,719,986	Unanimous or referendum